

**For Immediate Release**

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**Chicago Fashion Designer, Elda De La Rosa Has a Heart of Silk**

Elda De La Rosa Couture Gowns to be featured in Rush University Medical Center's 82<sup>nd</sup> Annual Fashion Show **Silhouettes**

**Chicago, Illinois – (September 11, 2008)** – Selected from among the most elite designers in Chicago to showcase her original designs, Elda De La Rosa will present three silk couture gowns in the Rush University Medical Center's 82<sup>nd</sup> Annual Fashion Show, **Silhouettes**. Her primary fashion statement will be to show her support for the Woman's Board Heart and Vascular Center's \$10 million fundraising pledge.

Scheduled for Thursday, September 11, 2008 at the Symphony Center, 220 South Michigan Avenue in Chicago, Elda is known for her daring and feminine designs. Her creations for the show will be made from modern and vintage silks in vivid chartreuse, jet black and magenta. According to *ChicagoMag.com* her talent has been compared to Oscar de la Renta.

"I am honoured to participate in this prestigious fashion show and thrilled to play a role in supporting the Rush University Medical Center Woman's Board. The gowns I've selected to showcase are vivid statements of grace and energy and reflect the spirit of this worthy cause." Stated Elda De La Rosa.

Elda De La Rosa is well known in Chicago for her beautiful handmade creations. In business since, 2001, she personally works with each client from first sketches to fabric selection, muslin and fitting process to the final customized garment. Elda creates elegant outfits for all occasions, specializing in cocktail, evening, bridal and commitment ceremony ensembles. Her work has been featured in: *Chicago Social Bride, Trendy, Brides.com, Chicago Tribune, Style Chicago* and *Today's Chicago Woman*.

The boutique is located at 5555 North Sheridan Road, Suite 0015, Chicago, IL 60640. Hours are Tuesday - Friday 11:00AM to 6:00PM, Saturday by Appointment. For more information please visit [www.eldadelarosa.com](http://www.eldadelarosa.com) , call us at: 773-769-3128 or email: [info@eldadelarosa.com](mailto:info@eldadelarosa.com) .

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